

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: EKHAUS <i>et al.</i> Appl. No.: 09/887,528 Filed: June 25, 2001 For: Method and System for High Performance Model-Based Personalization	Confirmation No.: 5737 Art Unit: 3623 Examiner: Sterrett, Jonathan G. Atty. Docket: 2222.0730001
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Amendment and Reply Under 37 C.F.R. § 1.111

Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

In reply to the Office Action dated **October 13, 2009**, Applicants submit the following Amendment and Remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks and Arguments begin on page 15 of this paper.

It is believed that no extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 19-0036.